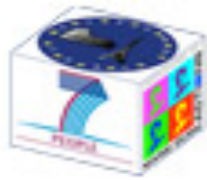




# European/International Joint PhD in Social Representations and Communication International Summer School 2015



European Commission REA-Research Executive Agency  
FP7 - PEOPLE Initial Training Networks  
So.Re.Com. Joint-IDP  
(PITN-GA-2013-607279)



Funded by the European Union

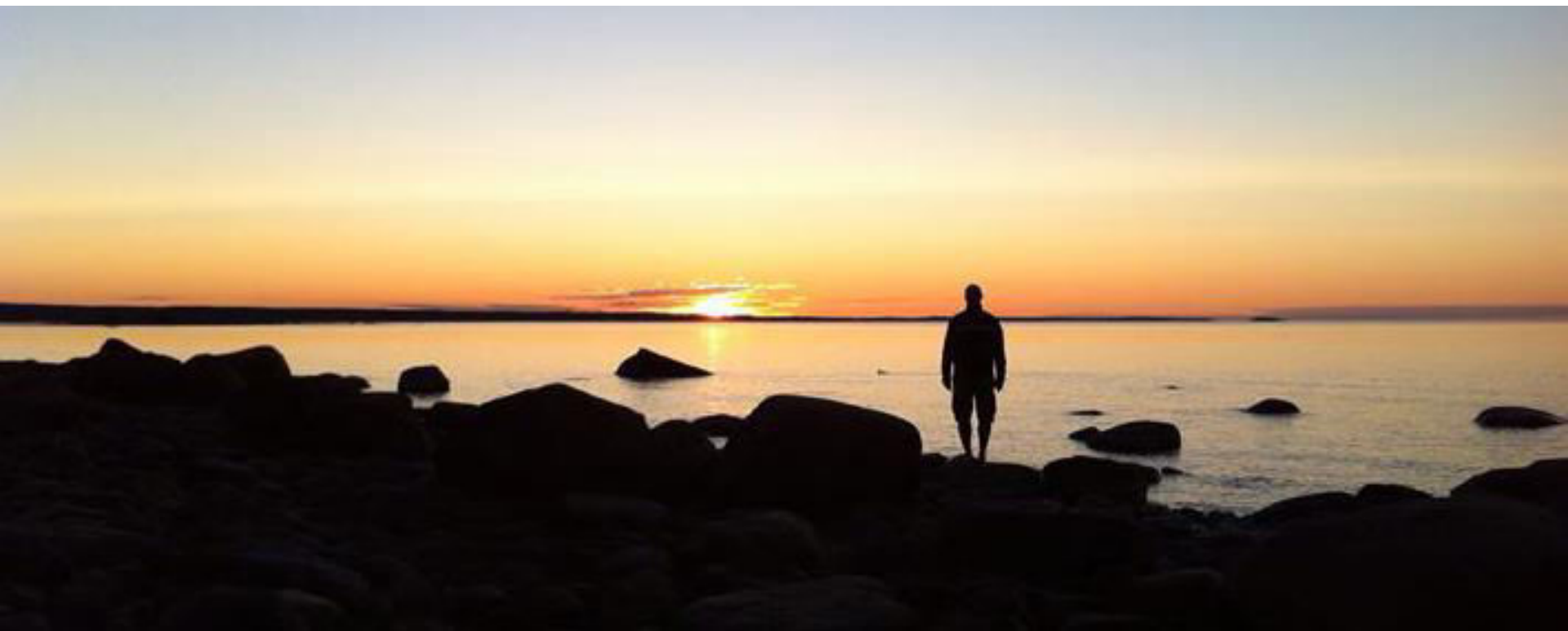
**Mapping the impact and dissemination of the social  
representation theory across different geo-cultural contexts  
around the world: from Europe towards other continents**

**at the European/International Joint PhD in Social Representations & Communication  
Research Center and Multimedia LAB**

**18<sup>th</sup> - 25<sup>th</sup> July 2015**



**SAPIENZA**  
UNIVERSITÀ DI ROMA



# At an early stage we learned...

- Signs
- Text
- Art
- Sound
- The strength and power of repeating



...trying to overbridge time and distans

# Conny Ericsson

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# Research project

## Orchestrating Data, Design, and Narrative: Information Visualization for Sense- and Decision-Making in Online Learning

Charles Miller, Lucas Lecheler, Bradford Hosack, Aaron Doering and Simon Hooper (2012). *International Journal of Cyber Behavior, Psychology and Learning* (pp. 1-15).

[www.irma-international.org/article/orchestrating-data-design-narrative/67339/](http://www.irma-international.org/article/orchestrating-data-design-narrative/67339/)

## Effects of Mobile Devices and Text Messages: A Multi-Study Design to Explore a Model for Mobile Learning in Introductory Journalism

Ronald A. Yaros (2012). *International Journal of Cyber Behavior, Psychology and Learning* (pp. 59-72).

[www.irma-international.org/article/effects-mobile-devices-text-messages/70090/](http://www.irma-international.org/article/effects-mobile-devices-text-messages/70090/)

## Toward an Integrated Conceptual Framework of Research in Teen Online Communication

Robert Z. Zheng, Jason J. Burrow-Sanchez, Stephanie Donnelly, Megan E. Call and Clifford J. Drew (2010). *Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet* (pp. 1-13).

[www.irma-international.org/chapter/toward-integrated-conceptual-framework-research/39287/](http://www.irma-international.org/chapter/toward-integrated-conceptual-framework-research/39287/)

## Collaborative Information Behavior: Exploring Collaboration and Coordination during Information Seeking and Retrieval Activities

Madhu C. Reddy, Bernard J. Jansen and Patricia R. Spence (2010). *Collaborative Information Behavior: User Engagement and Communication Sharing* (pp. 73-88).

[www.irma-international.org/chapter/collaborative-information-behavior/44482/](http://www.irma-international.org/chapter/collaborative-information-behavior/44482/)

## Abstract Service for Cyber Physical Service Composition

Yajing Zhao, Jing Dong, Jian Huang, Yansheng Zhang, I-Ling Yen and Farokh Bastani (2014). *Cyber Behavior: Concepts, Methodologies, Tools, and Applications* (pp. 2056-2076).

[www.irma-international.org/chapter/abstract-service-for-cyber-physical-service-composition/107832/](http://www.irma-international.org/chapter/abstract-service-for-cyber-physical-service-composition/107832/)

# Technical improvments

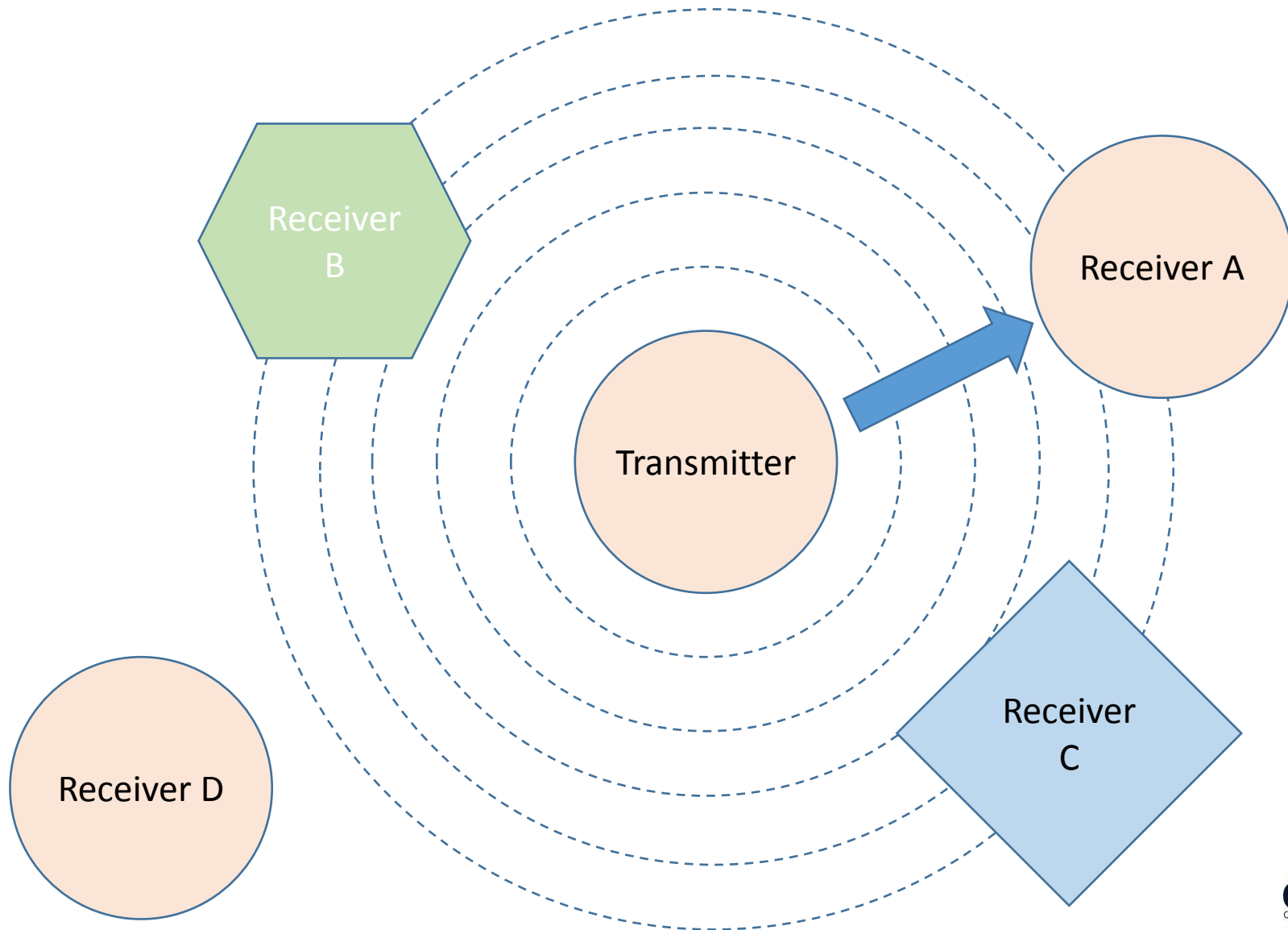
- Smoke
- Sound
- Writing
- The art of printing
- Telegraph
- Telephone
- Recorders
- E-mail



# Based on IT and applications

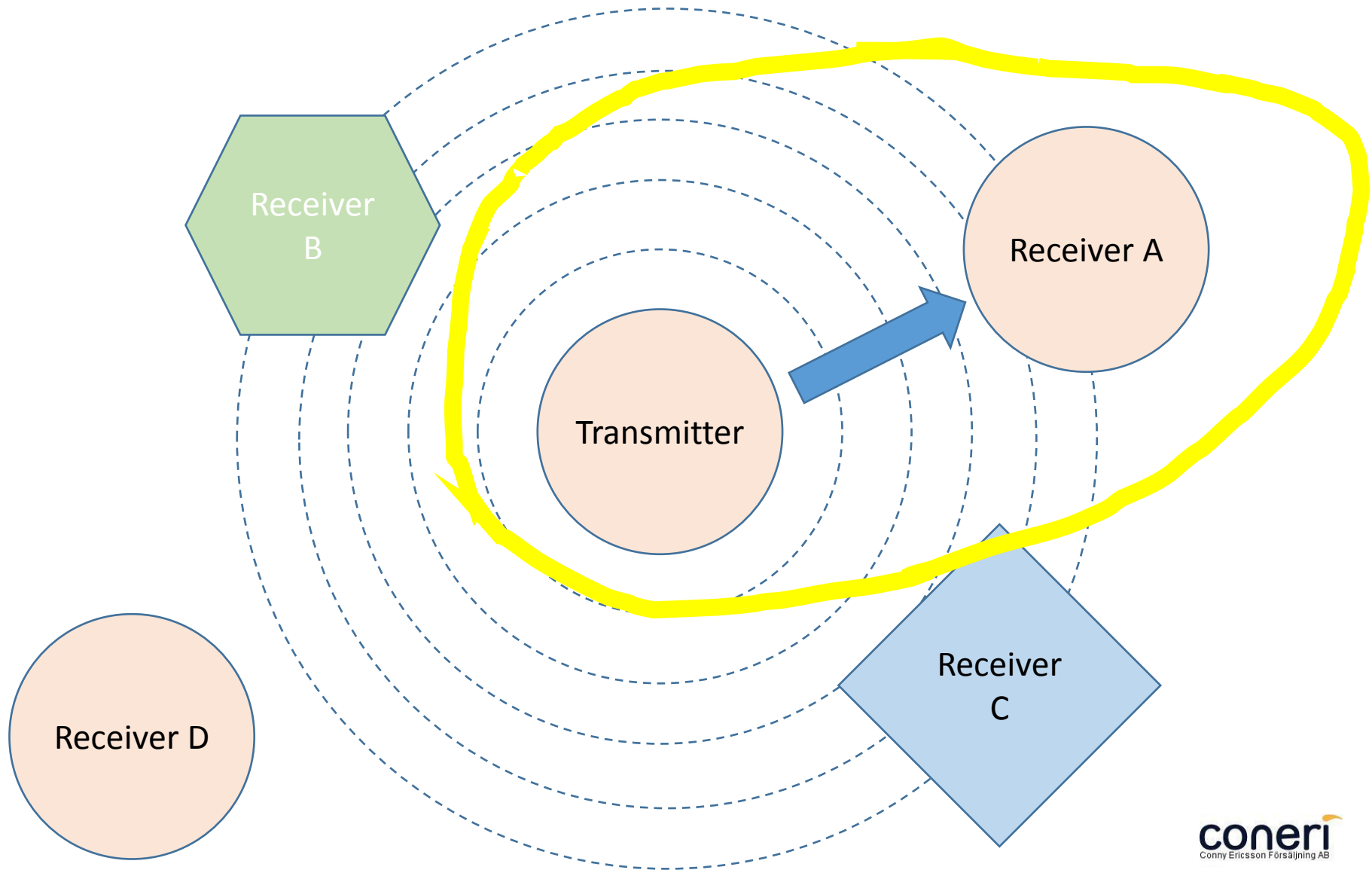
- Webb
- Streaming (Video/audio)
- Collaborative tools
- Facebook (community)
- Twitter (community)
- Instagram (community)
- Mess
  - Text/audio
  - Whatsup (quick mess/community)
  - SnapShot (quick mess/community)

# Quick briefing on communication

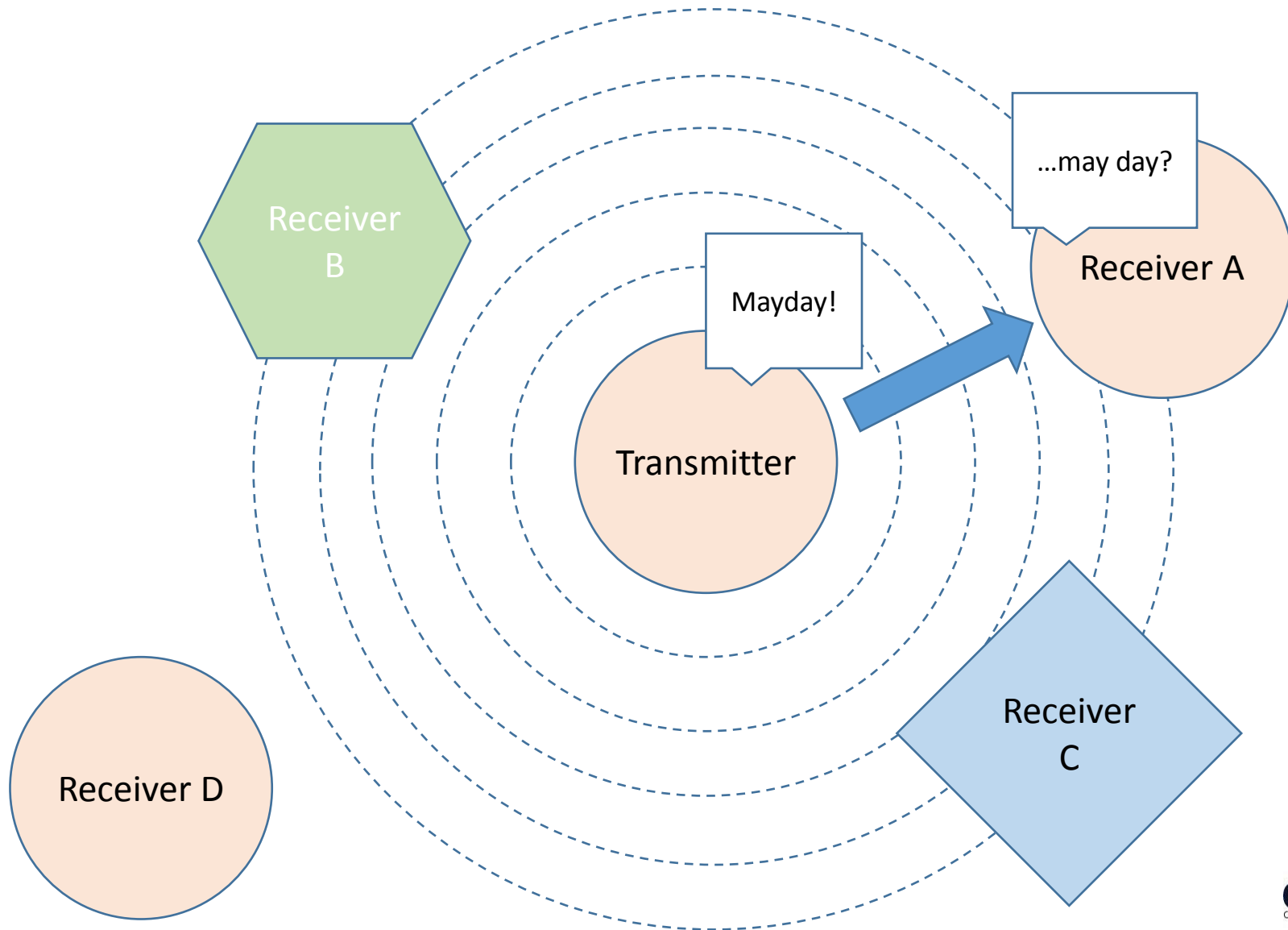




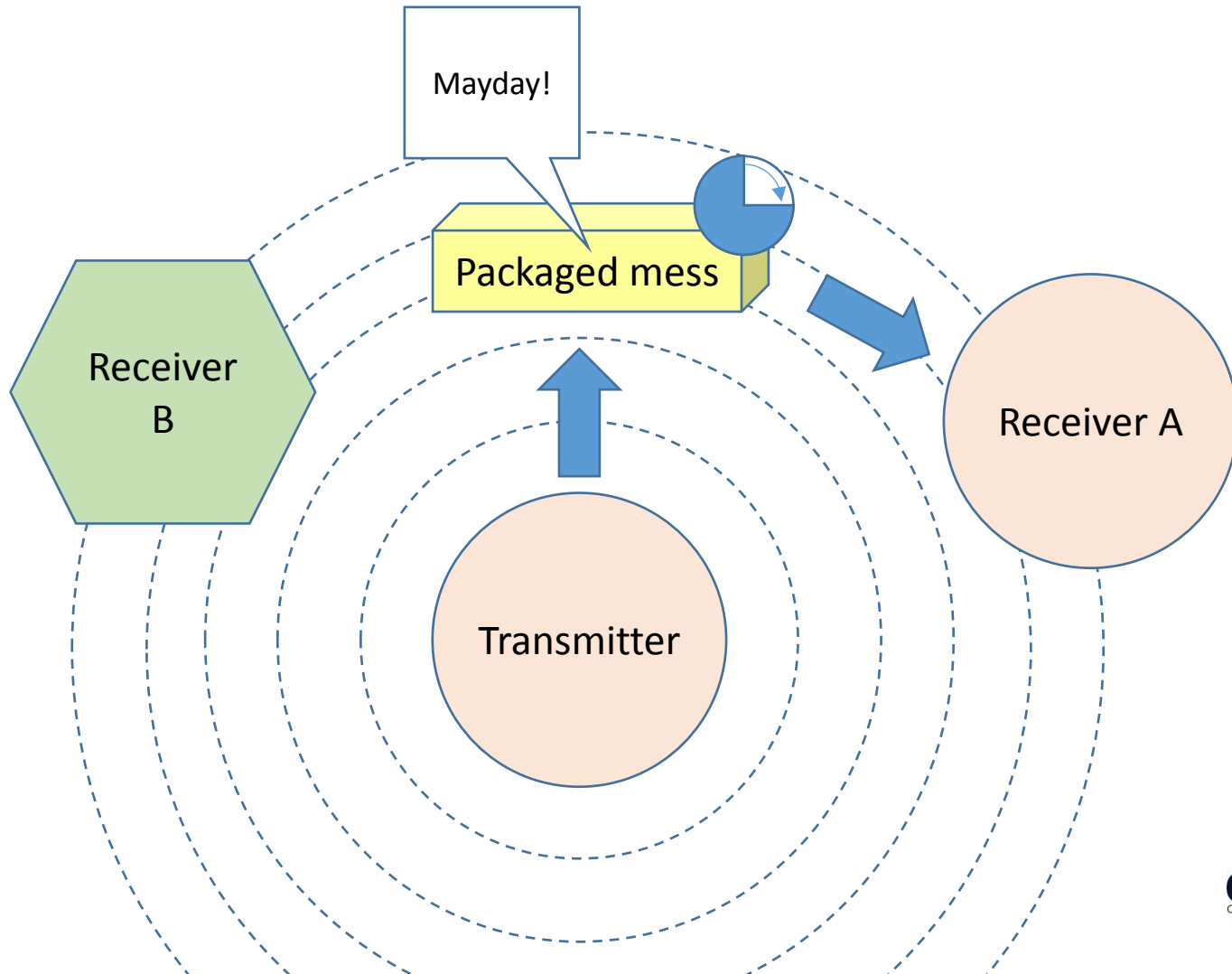
# Quick briefing on communication



# Quick briefing on communication



# Quick briefing on communication



# Collaborative - Videoconferencing

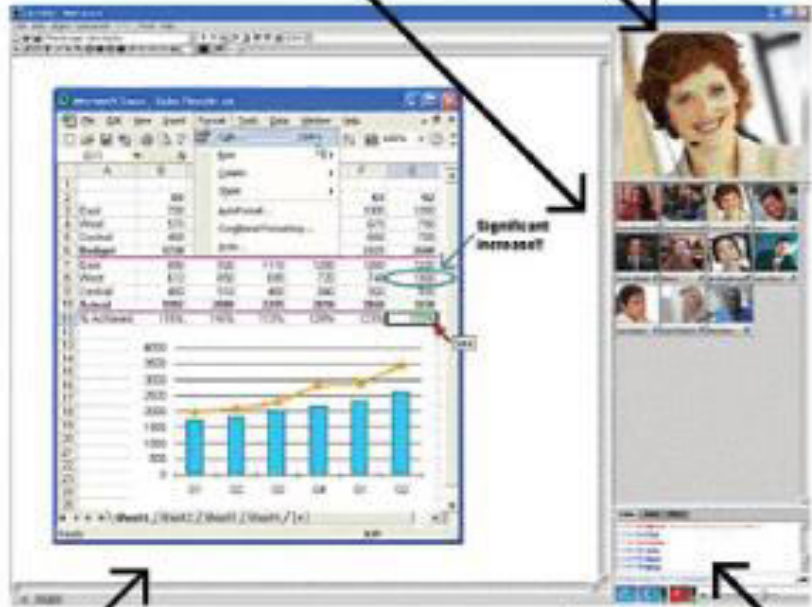
**Participants**  
The Participants area gives you an overview of who is currently present

**Video**  
If desired, video can be used within your environment, enabling you to meet others with high quality video

**Whiteboard**  
The Whiteboard area is where all users can interact by sharing applications, MS Office documents, images and drawings.

**Voice over IP**  
To talk to your group, simply press the microphone button. Low delay, crystal clear Voive over IP provided by Global IP Sound

**Chat**  
Send a small message or a web link to everyone or to only one person



The screenshot shows a videoconferencing window. On the left, a large area displays a Microsoft Excel spreadsheet with a bar and line chart. The chart shows data for categories 'Q1', 'Q2', 'Q3', 'Q4', 'Q5', and 'Q6'. The line graph shows an upward trend, with a callout pointing to the 'Q6' data point stating 'Significant increase!'. On the right side of the window, there is a vertical strip containing a large video feed of a woman, a grid of smaller video feeds of other participants, and a chat area at the bottom. Arrows from the text labels point to these specific features: 'Participants' points to the top right, 'Video' points to the main video feed, 'Whiteboard' points to the Excel spreadsheet, 'Voice over IP' points to the microphone icon at the bottom, and 'Chat' points to the chat area at the bottom right.

# Hight end - Video conferencing



# Traditionell videoconferencing





# Desktop applications

The screenshot shows a Zoom desktop application window. The title bar at the top includes a menu (dit View History Bookmarks Window Help), system icons, and the text "Pia Höglund-Ingo\_14". The main window is divided into three sections:

- Video:** A grid of 15 participant video feeds. The participants are: Mia, sandrawest..., Lina, Emma, jannikasund, Pia Höglund..., catherinelin..., Josefine, Ester, MariaMaki, teresebackL..., NejraSefero..., JuliaSnellman, Eveliina, saraoosterlund, and jennie.
- Chat 15 (Everyone):** A chat window on the right showing a conversation. The messages are:
  - Lina: ja!
  - Lina: yes
  - Lina: men jag hör dej så börja bara :)
  - Ester: Emma hadd en annan lektion
  - teresebacklund: Camilla e bort idag
  - Lina: yes
  - Lina: hörs jättebra
- Hosts (1) / Presenters (15):** A list of participants on the right. The "Hosts" section lists Pia Höglund-Ingo. The "Presenters" section lists 15 participants: catherinelindhol, Emma, Ester, Eveliina, jannikasund, jennie, Josefine, JuliaSnellman, Lina, MariaMaki, and Mia. Each name has a small icon to its right.

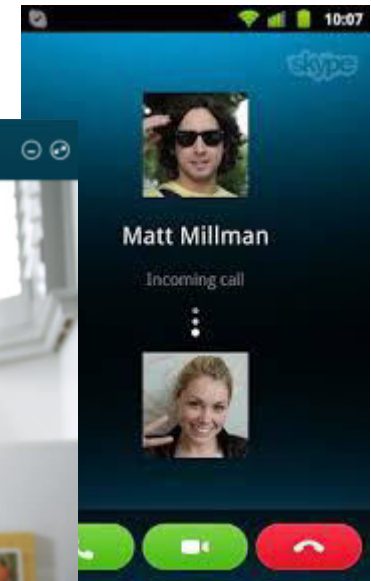
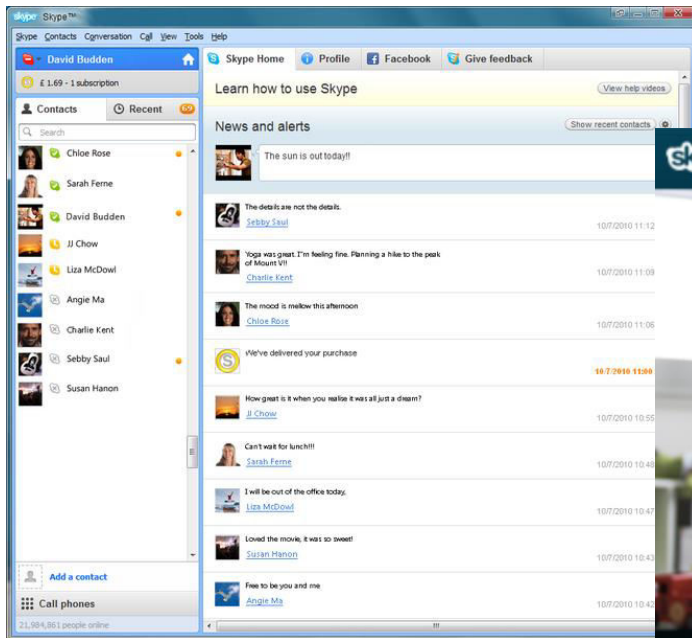
In the center of the window, a presentation slide is displayed with the title "Centrala utgångspunkter för kognitivismen". The slide contains a bulleted list:

- Kognitivt tänkande kring inlärnin g intr esserar sej för vad som händer inne (!) i individen när man lär – inre processer är alltså intr essanta
- Man utgår från att tidigare kunskaper har betydelse för hur man tar emot och framförallt "processar" (=bearbetar) kunskap
- Inlärnin g är en **aktiv** process hos individen själv
- Nyckelord; Inlärnin g, minne, tänkande, problemlösning

The bottom of the window shows a progress bar with the time 0:06:37/1:21:29 and a volume icon.



Friends and business



Audio, video, message, applikationsharing, multi plattform



# What to choose?

- Participants
- Content
- Technical environment
- Technical maturity

”- We don’t need to use the technology just because we have it!”

# RAT (Relations Awareness Theory)

- Saint Bernard/Cane di San Bernardo
- Owl/Gufo
- Lion/Leoni

# Some good reading!

- The Human element

	<b>Gillar</b>	<b>Ogillar</b>	<b>Styrkor</b>	<b>Svagheter</b>
<b>Påstridig direkt (Lejon)</b>	Konkurrera Få saker gjorda Tävla och vinna	Osäkerhet Obeslutsamhet Seghet	Ambitiös Kämparvilja Själsäker Pådrivande	Rastlös Tävlingslust Otålig Dominerande
<b>Osjälviskt vårdande (St Bernhard)</b>	Hjälpa Vara med andra Ge omvårdnad	Självupptagenhet Konkurrens Konflikter	Varm Hjälpsam Lyssnande Omhänder- tagande	Överbeskyddande Beroende Osjälvständig Långsam
<b>Analytiskt självständig (Uggla)</b>	Självständighet Listighet Logik Analysera	Dumhet Osjälvständighet Otålighet Eftergivenhet	Säkerhet Kreativitet Självständighet Analytisk	Världsfrånvänd Orealistisk Kylig Manipulerande

